

Pacific University CommonKnowledge

Faculty Scholarship (PUL)

Pacific University Libraries

2012

CommonKnowledge Annual Report (2011-2012)

Isaac Gilman
Pacific University

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CommonKnowledge Annual Report (2011-2012)

Description

This report details the third year of operation for *CommonKnowledge*, Pacific University's institutional repository. The report covers the period between June 2, 2011 and June 1, 2012.

Disciplines

Library and Information Science

Rights



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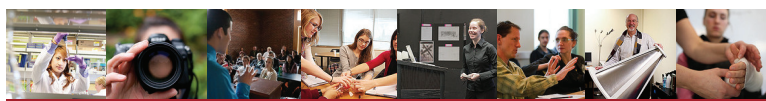


Common access. Uncommon knowledge.

2011-2012 Annual Report

*...as we enjoy great advantages
from the inventions of others, we
should be glad of an opportunity
to serve others by any invention
of ours; and this we should do
freely and generously...*

Benjamin Franklin



CommonKnowledge

CommonKnowledge

A service of Pacific University Library

2011-2012 Annual Report

This report covers activity from June 2, 2011-June 1, 2012.

Prepared by:

Isaac Gilman

Scholarly Communications & Research Services Librarian



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6.6

Gigabytes of content in *CommonKnowledge*

257,920

Full-text downloads, June 2, 2011-June 1, 2012

115.1

Average downloads per item, as of June 2, 2012

© 208

Items licensed under a Creative Commons license in *CommonKnowledge* (8.8% of total full-text items)

3,844

Items in *CommonKnowledge*, as of June 1, 2012

78

Articles, reviews, and editorials published in 2011-2012 in journals hosted in *CommonKnowledge*

Connecting to Mission

Advances in knowledge in all disciplines require the willingness to share discoveries, to collaborate with other scholars, and to create sustainable venues for communicating and evaluating diverse ideas. Through *CommonKnowledge*, the University Library provides a suite of services which equip students and faculty to engage in these activities, and thus to live out the Pacific University mission.

The services offered through *CommonKnowledge* (repository services, journal publishing, and support for academic conferences) as part of the Library's scholarly communication program also directly support the Library's strategic plan, which includes the following core themes:

- Provide a physical and virtual commons to encourage dialogue that leads to discovery of new ideas, creation of collaborative partnerships, and opportunities to engage our local and global communities.
- Develop collections of resources and foster creation of original works that reflect a rich diversity of ideas, that inform the education process and that preserve the scholarly and creative achievements of our students, faculty and staff.
- Support academic freedoms and dissemination of knowledge through advocacy and outreach, and by creating policies and venues that foster ethical and sustainable publishing practices.

*A diverse and sustainable community
dedicated to discovery and excellence in
teaching, scholarship and practice, Pacific
University inspires students to think, care,
create, and pursue justice in our world.*

In its third year of operation, *CommonKnowledge* continues to grow and evolve. Its role in the “dissemination and preservation of scholarly and creative works created by members of the University community” was officially recognized this year by the University as part of a *Resolution in Support of Open Access and Authors’ Rights* that came before the Faculty Senate and University Council. As part of the resolution, which ultimately passed both bodies, the University Library committed to “maintain and further develop *CommonKnowledge*, open access publishing opportunities and related services.” Although the resolution has not had a noticeable impact on the rate of faculty submissions to the repository, discussion of the resolution provided a valuable opportunity to raise awareness about the benefits that *CommonKnowledge* provides to the University community.

The resolution, which was unique among similar documents at other institutions because it included students and staff (not just faculty), points in turn to the unique nature of *CommonKnowledge* itself. In some respects, Pacific’s repository does not fit the traditionally conceived model of an institutional repository, which has as its primary focus the collection of faculty journal articles. While providing access to previously published faculty work remains a focus of *CommonKnowledge*, its strongest and most heavily used collections and services are those dedicated to student work and original scholarship. Of the top five most-downloaded collections in *CommonKnowledge*, three are graduate student collections, and one is a peer-reviewed journal.

Beyond student work, use of *CommonKnowledge* as a tool for providing access to conference information (ranging from conference schedules to full-text downloads of presentation materials) also increased again this year. From the Pacific University Undergraduate Research Conference, to a global meeting dedicated to polyamines in parasites, to an upcoming conference on technology in education, *CommonKnowledge* continues to gain recognition as a useful tool for facilitating and capturing the intellectual exchange that occurs at locally-hosted conferences.

Further supporting original scholarship, journal hosting and publishing through *CommonKnowledge* moved this year from its nascent stage to a more fully realized program. New issues of *Essays in*



Philosophy, Res Cogitans, and the Pacific Northwest Journal of Undergraduate Research and Creative Activities were joined by the inaugural issues of *Health and Interprofessional Practice* and the *Journal of Librarianship and Scholarly Communication*. (It should be noted that the latter journal, published by Pacific University Library, is not technically part of *CommonKnowledge*, though it is hosted on the same publishing platform, EdiKit™).

Below are examples of content added to *CommonKnowledge* in 2011-2012:

New Faculty/Student Work Collections

[Jane Austen Studies Center](#)

[Physical Therapy Critically Appraised Topics](#)

New Conference Sites

[Polyamines in Parasites: 7th Biennial Symposium](#)

[2012 OTEN Annual Conference](#)

[SSO:USA Annual Research Conference](#)

New Journals (Inaugural Issues)

[Health and Interprofessional Practice](#)

[Journal of Librarianship and Scholarly Communication*](#)

*Not in *CommonKnowledge*, but published by the University Library using the same platform. Figures from JLSC are not included in download counts or other metrics.

Submissions

At the end of 2011-2012, there were **3,844 items** in *CommonKnowledge* (a 34% increase over 2010-2011, n=2,858). However, submissions to *CommonKnowledge* were down 32% in 2011-2012 from the previous academic year:

2010-2011	2011-2012
1,460	988

This significant drop in overall submissions, while unfortunate, is understandable. It is likely the product of an intentional focus in 2011-2012 in strengthening the publishing program, which reduced time spent on solicitation of new content for other repository collections.

However, despite the overall drop in submission rate, the rate of author self submissions continued to rise. By the end of 2010-2011, there were 180 cumulative author submissions; at the end of 2011-2012, there were 409 cumulative self-submissions. This represents a 127% increase in the number of author self-submissions, though they are still relatively rare (10.6% of all submissions). (It should be noted that the increase may partly be attributed to Physician Assistant Studies students who now self-submit their capstone papers.)

Downloads

Although overall submissions are down, use of content in *CommonKnowledge* continues to rise at an impressive rate. In 2011-2012, there were **257,920 full-text downloads** (a 164% increase over 2010-2011, n=157,233).

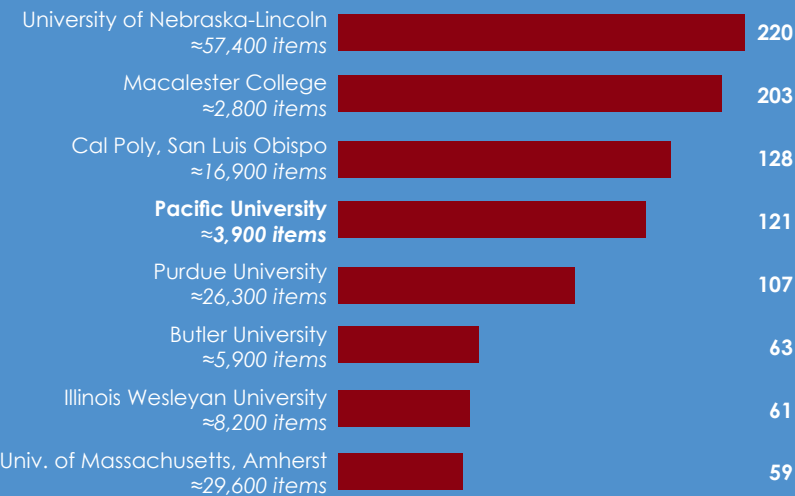
Given that submissions were down this year, the overall increase in download activity is likely not attributable to a simple growth in available content. Examining the **average downloads per item** over the past three years confirms this:

As of June 2, 2010: **19.9** (27,405/1,377)
As of June 2, 2011: **64.6** (184,638/2,858)
As of June 2, 2012: **115.1** (442,558/3,844)

The **rate at which items are being accessed has grown by 178%** from 2010-2011 to 2011-2012. This means that, on average, each item in *CommonKnowledge* is potentially having a greater impact. (Though the average for each year is skewed by popular items, it is also balanced by the large number of metadata-only submissions in the repository which have no downloadable files).

IMPACT PER ITEM

To provide context for the *CommonKnowledge* average downloads per item figure, here are comparative figures from other Digital Commons-hosted repositories that are often cited as being examples of best practices and success (as of July 23, 2012).



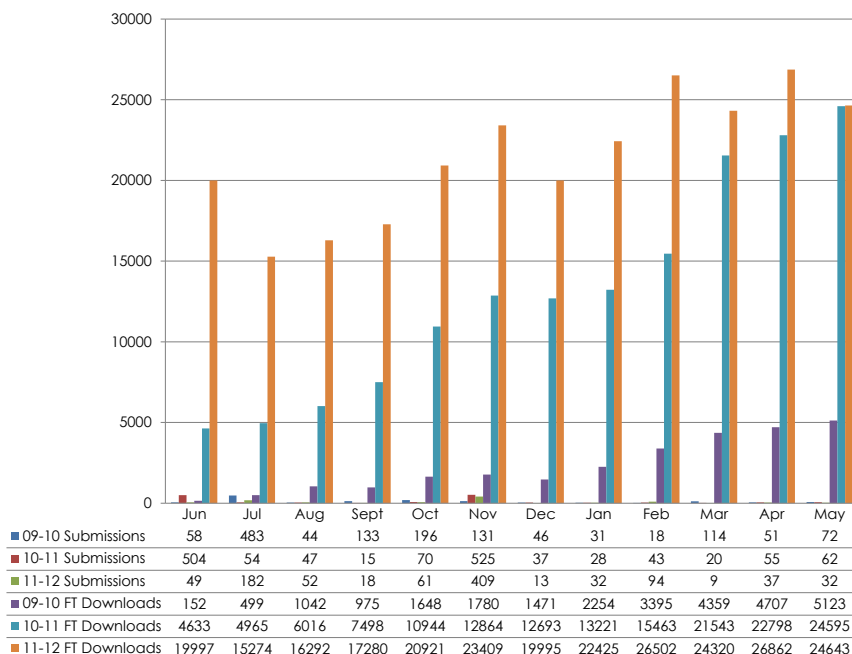
NOTE: If the average downloads per item figure is adjusted to account for metadata-only submissions, the average is even more impressive (though it can't be easily compared to other repositories due to a lack of public information):

As of June 2, 2011: **95.7** (184,638/1,930)

As of June 2, 2012: **187.1** (442,558/2,365)

Monthly Submission and Download Activity

2009-2010 through 2011-2012



NOTE: Figures for each month are not cumulative; they only represent activity in that month.

THE CITATION/DOWNLOAD CONNECTION

An item in the *Interprofessional Case Conferences* collection was linked to as supplementary content in an article by Pacific faculty:

Buhler AV, Farrell MK, Fuentes DG, Scott BJ, Shaffer K, Von M. An interprofessional case conference on Alzheimer's disease: teaching students in the health professions to work together. *J Interprof Care*. 2011 May;25(3):223-5. Epub 2011 Mar 22.

Prior to inclusion in the article, the item averaged 1.16 downloads/month (July 2009-Feb 2011). After the article was published, the item has averaged 3.53 downloads/month (Mar 2011-2012) - more than double its previous average!

See it in CK: <http://commons.pacificu.edu/icc/conferences/2009/1>

Top 20 Collections, 2011-2012

Collection	Downloads
Essays in Philosophy [Journal]	70,144
School of Professional Psychology [ETD]	47,235
School of Physician Assistant Studies [ETD]	26,105
Mental Health CATs [OT Student Work]	10,221
Faculty Scholarship (PT)	10,216
Faculty Scholarship (COO)	9,464
Pediatrics CATs [OT Student Work]	8,566
PT Critically Appraised Topics [Student Work]	8,086
Physical Function CATs [OT Student Work]	7,468
Res Cogitans [Journal]	6,998
All CAS Faculty Scholarship	4,658
Faculty Scholarship (COE)	3,890
Faculty Scholarship (PHRM)	3,759
Vision and 3D [Conference]	3,702
Books and Monographs	3,632
Faculty Scholarship (OT)	3,577
Social Sciences [Senior Theses]	2,958
Pacific Northwest Journal of Undergraduate Research and Creative Activities [Journal]	2,745
Interprofessional Case Conferences	2,495
Innovative Practice Projects [OT Student Work]	2,490



Top 20: It's No Accident

A sampling of the search engine keywords that resulted in the most visits to *CommonKnowledge* in the past year show strong similarities to the collections that made it into the Top 20:

essays in philosophy	waiting room surveys
res cogitans	health and interprofessional practice
pacific northwest journal of undergraduate research	theratogs
ordinary language philosophy	scleral lens fitting
modified berg balance scale	thoracic compartment syndrome
therasuit	surfing and spirituality

Top 20 Items, 2011-2012

Collection	Downloads
<i>Scapular-stabilization exercises: early-intervention prescription</i>	6,954
<i>Domestic Violence Against Women: A Literature Review</i>	4,589
<i>Age, Education Level, and Length of Courtship in Relation to Marital Satisfaction</i>	3,631
<i>There Is No Progress in Philosophy</i>	3,579
<i>A Guide to Scleral Lens Fitting</i>	3,317
<i>Cognitive Behavioral Therapy Treatment Approach: Group Therapy vs. Individual Therapy</i>	2,641
<i>Intervention Approaches for Children Diagnosed with (Central) Auditory Processing Disorders (CAPD)</i>	2,481
<i>The Wonder of Barbie: Popular Culture and the Making of Female Identity</i>	2,248
<i>Potential Ocular Side Effects of Select Systemic Drugs</i>	2,245
<i>Ocular Coherence Tomography Guide</i>	2,145
<i>Henry Shue on Basic Rights</i>	1,905
<i>Effectiveness of sensory integration for children diagnosed with Autism Spectrum Disorders using a group therapy approach.</i>	1,858
<i>There is Preliminary Evidence on the Effect of Treatment Mall on Individuals with Chronic Mental Illness</i>	1,749
<i>The Relationship Of Self-Efficacy and Self-Concept To Academic Performance In A College Sample: Testing Competing Models and Measures</i>	1,726
<i>Rheumatoid Arthritis and Splinting</i>	1,636
<i>Higher and Lower Pleasures and our Moral Psychology</i>	1,621
<i>Ethics in Pharmacy Practice</i>	1,572
<i>Identifying COPD Patients Near Death</i>	1,477
<i>Interprofessional Diabetes Care: A Unique Model</i>	1,462
<i>Effectiveness of Wrist and Hand Splinting for Increasing Recovery of Individuals Post-Stroke</i>	1,394

“Dear Sir...”

The student author of a thesis in the *CommonKnowledge* Top 20 has been contacted by students in Taiwan, Malaysia, and the Philippines with questions about a measure used in his thesis. (Perhaps not surprisingly, the Philippines shows up in another Top 10 list—see page 11.)

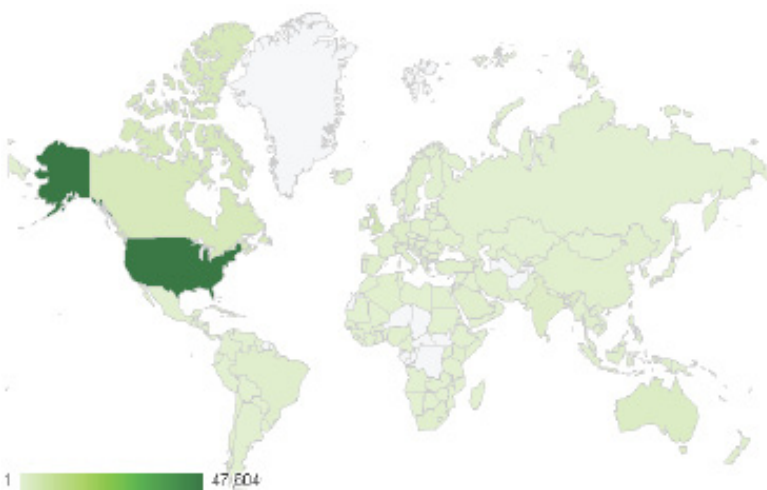
Online Activity

CommonKnowledge uses Google™ Analytics to track online site visits and search activity. While Google does not capture full-text downloads, the information it provides about page views, visitors, and search terms creates a useful demographic profile of CommonKnowledge users.

All figures below are for June 2, 2011 – June 1, 2012.

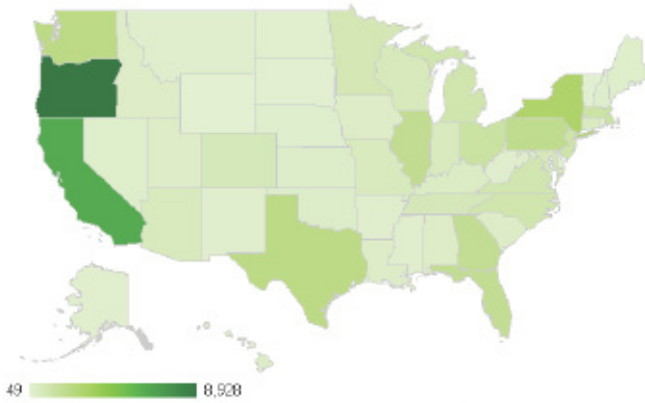
Visits: **74,883** (42.60% increase over 2010-2011)
Unique Visitors: **58,835** (43.28% increase over 2010-2011)
Pageviews: **182,758** (25.83% increase over 2010-2011)

Visits: International Distribution (Top 10)



Country	Visits
United States	47,604
United Kingdom	4,449
Canada	3,103
Australia	1,536
India	919
Germany	772
Philippines	625
Brazil	619
Singapore	553
Netherlands	522

Visits: Domestic Distribution (Top 10)



State	Visits
Oregon	8,928
California	6,155
New York	2,922
Washington	2,111
Texas	2,106
Pennsylvania	1,884
Illinois	1,816
Florida	1,725
Georgia	1,713
Ohio	1,339

New vs. Returning Visitors

CommonKnowledge continues to maintain a relatively high percentage of new visitors, which is a good indication that the repository content is visible to new users (primarily through search engines, which brought 58.31% of visitors to the site in 2011-2012).



(2010-2011: 77.22%)

(2010-2011: 22.78%)

.....

WE'RE NUMBER 1! HOW THEY FOUND US...

A sample of Google search queries that resulted in *CommonKnowledge* items being at the top of the results list*:

scleral lens fitting scapular stabilization exercise program henry shue basic rights occupation based intervention tamsulosin off label use research paper on domestic violence against women prazosin for sleep roger chao philosophy essays in philosophy pigtail chest tube care altruistic sex definition base word test bear vulva citek uv cognitive attributions collective ideals crest dental floss domestic violence ethnocentrism exercise prescription for golfers factors causing shift of power from legislative to executive branch fatigue impact scale ferrous sulfate side effects golf rehabilitation exercises hamburger henry shue basic rights summary john rawls peace literature about domestic violence modified speciesism ophthalmic ung pacific north-west journal of undergraduate research pt journal self care for mental health workers semantics sotalol vs metoprolol tno stereoacuity test tostse treatment mall ultrasound for plantar warts what does a ekg show θρασσυς

*Result position ≤ 1.9; March 27-June 1, 2012

Spreading the News

A key factor in continuing to increase *CommonKnowledge*'s visibility and use, both within and outside the Pacific community, is taking advantage of promotional opportunities.

During 2011-2012, *CommonKnowledge* was shared with external audiences through presentations and mentions:

CommonKnowledge, and the Digital Commons platform, were presented as the centerpiece of Library scholarly communication activities during a talk at the *NAPCU Libraries Annual Directors Conference 2011* in Idaho entitled "Scholarly Communication: It's Not Just for ARL Libraries."

In November 2011, *CommonKnowledge*'s service-based approach within the College of Health Professions was the subject of a webinar hosted by Berkeley Electronic Press which received very positive feedback. The webinar was entitled "Serving Campus Needs Through the IR: *CommonKnowledge* and the College of Health Professions at Pacific University."

Services provided through *CommonKnowledge* were the focus of an invited webinar presented in February 2012 for the Association for Library Collections & Technical Services (ALCTS). The webinar was entitled "Services Lead to Success: Strategies for Repository Growth."

In June 2012, the *CommonKnowledge* annual reports were featured in the Digital Commons subscriber blog, *DC Telegraph*.



New Journal Draws Notice

The *Journal of Librarianship and Scholarly Communication*, though not hosted directly within *CommonKnowledge*, is one of several journals published by the University Library using the EdiKit platform.

Following the publication of *JLSC*'s first issue in May 2012, the journal has received incredibly positive feedback, both on Twitter (immediately following the launch) and in this recent comment from the *Charleston Advisor*:



"Another way to track how librarians are responding to the new paradigms in scholarly research is to read this new Open Access journal: The *Journal of Librarianship and Scholarly Communication* (*JLSC*).

The first issue has been published and is available; it contains very relevant articles on data citation, tenure factors for influencing faculty contributions to institutional repositories, and The Accessibility Quotient. This is definitely a publication worth reading and following."

Jill Emery, *Charleston Advisor*, July 2012
doi:10.5260/chara.14.1.55

And in Local News...

In May 2012, the University's student newspaper, the *Pacific Index*, [reported](#) on the Library's renewed effort to encourage graduating seniors to share their thesis projects by either depositing them in *CommonKnowledge* or by submitting them for publication in the *Pacific Northwest Journal of Undergraduate Research and Creative Activities*.

The campaign, dubbed "Publish or Post," highlighted the benefits of either contributing work to the repository or publishing the work:

"When a student's work is archived, their work will have a permanent link they can put on their resume or include it as part of a portfolio when they apply for a job or graduate school."

"Having work in a peer-review journal is beneficial to students because they are able to list the publication on their resume."

A sample of accomplishments and notable developments (some already referenced in this report) from the *CommonKnowledge* 2011-2012 operating year:

- The Faculty Senate and University Council passed a University-wide resolution in support of open access and author rights. *CommonKnowledge* was included in the resolution as a locally-supported venue for sharing scholarly and creative works.
- In Spring 2012, *CommonKnowledge* became the home for the School of Physician Assistant Studies alumni newsletter, *PACific Pulse*.
- Pacific University Library signed a memorandum of understanding with the Society for the Study of Occupation: United States (SSO:USA), wherein the Library agreed to host and provide support for SSO:USA conference materials in *CommonKnowledge*.
- *Health and Interprofessional Practice*, lead by Editor-in-Chief James Kundart, published two issues (September 2011 and April 2012). The second issue focused on interprofessional diabetes care.
- The *Journal of Librarianship and Scholarly Communication*, co-edited by Isaac Gilman (Pacific University) and Marisa Ramirez (Cal Poly, San Luis Obispo), published its first issue in May 2012. (JLSC is published by the University Library, though it is not hosted within *CommonKnowledge*).
- Pacific University Library became a member of CrossRef, which will allow the Library to assign DOIs for all journals published in *CommonKnowledge*, providing another service for authors published in these journals.
- *CommonKnowledge* was included in Pacific University's submission for a Sustainability Tracking, Assessment & Rating System™ (STARS) rating from the Association for the Advancement of Sustainability in Higher Education. *CommonKnowledge* (and the *Pacific Northwest Journal of Undergraduate Research and Creative Activities*) was noted as a "a vehicle to publish and disseminate student research on sustainability."

Coming Up Next

Challenges

After three years of operation which have largely focused on creating awareness about the repository and piloting/experimenting with different services, the challenge for coming years is to successfully transition *CommonKnowledge* from an interesting project to a sustainable program. Several key issues need to be addressed for this to happen—and they are mostly familiar issues that have been mentioned in previous annual reports. They include:

- *Faculty participation:* Sustained individual faculty participation in the repository continues to be seen only in select departments and colleges. However, faculty engagement with the repository is much stronger with regard to student work and conferences. Continuing to identify specific ways that the repository can support the mission and goals of individual units on campus will be key to increasing participation.
- *Infrastructure development:* Additional policies and workflows need to be developed to guide future development of the repository; these will also make it easier to train students and staff to support repository processes and tasks. Although a collection management policy is overdue (and will be completed this year), the policy will be much more robust because it will be informed by the experiences (and experiments) of the past three years. Instead of having to anticipate issues at start-up, the policy (and accompanying workflow documentation) will be crafted with full knowledge of all relevant issues.
- *Publishing support:* As the Library's publishing program continues to grow, it necessitates an examination of a) what level of services the Library can sustainably provide to editors, b) what services the Library would like to be able to provide, and c) what level of staffing support is both necessary and available for publishing activities. In addition, the Library needs to address the sustainability of individual journals by developing clear service-level agreements with journal editors.
- *Metadata:* As noted in previous years, continued development of repository metadata to provide both consistency and better visibility (through harvesting) should be a focus of the repository program going forward.

- *Digital preservation:* Although *CommonKnowledge*'s primary purpose is as a presentation platform for providing access to content, the Library also has a responsibility to ensure that items that are added to *CommonKnowledge* are preserved indefinitely--to the extent possible. Best practices for the preservation of digital objects are still being defined, and many questions remain, but there are basic steps that the Library should (and will) begin to take to protect and preserve repository content.

Opportunities

Examples of new/anticipated opportunities include:

- *Thesis/dissertation digitization:* The University Library is moving forward with a project to digitize its entire print thesis/dissertation collection. The vast majority of these new digital papers will be made available through *CommonKnowledge*; this will represent a significant addition to the repository collections.
- *Editing and publishing:* The Minor in Editing and Publishing, approved by the Arts & Sciences faculty last spring, requires students to complete a publishing-related internship/practicum. As an on-campus unit engaged in publishing activities, the University Library is ideally situated as a potential internship site for students completing the minor.
- *New areas of publication:* The Library has had discussions with faculty members who are exploring the idea of partnering with the Library to either publish a new journal, to create monographic material, or to use *CommonKnowledge* to publish/disseminate practice-based materials. The Library will continue to explore ways to leverage the repository platform (and adjunct technologies) to support alternative means of disseminating knowledge.

The Road Ahead...

There is no question that *CommonKnowledge* has increased the visibility and use of scholarly and creative works produced by the Pacific University community. But there is the capacity to do much more, like developing and hosting collections of open educational resources that will support learning and reduce student costs—or considering what an all-digital Pacific University Press might look like.

How the Pacific community chooses to leverage that capacity in *CommonKnowledge* going forward will depend largely on our answers to questions about the exchange of information and knowledge. Our answers to these questions will reveal our shared values while simultaneously pointing to ways in which we can use *CommonKnowledge* to live out those values:

- Should created knowledge be freely available to all who could benefit from it? If so, how can the cost for “free” knowledge be supported?
- How can meaningful venues be provided for sharing knowledge and diverse viewpoints that may not be deemed commercially marketable, but may be of great value?
- What are the best alternatives to the current publishing model for scholarly knowledge, which is both economically and ethically unsustainable?
- How can textbooks or other learning objects be re-imagined in ways that both improve pedagogy and provide economic benefit to students?
- Is the wisdom of the masses a good (or better) substitute for the controlled environment of traditional peer review?
- With the ability for anyone to “publish” (in the simplest sense) materials either online or through print-on-demand, what process/system should be used to evaluate the validity of their knowledge?
- How can technology be used to move beyond traditional knowledge containers (i.e. monographs and journals) in ways that intellectually enrich the content?

Contact

Isaac Gilman
Scholarly Communications and Research Services Librarian

Pacific University Library
Forest Grove, OR 97116

(503) 352-7209
gilmani@pacificu.edu

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CommonKnowledge, Pacific University's institutional repository, is the home of the collected scholarship and creative works of Pacific University faculty, staff and students, as well as their collaborators from around the world. The majority of content in *CommonKnowledge* is openly accessible. The open collections in *CommonKnowledge* demonstrate Pacific's commitment to the idea that shared information and academic collaboration are essential to the "progress of knowledge" in our global community.

In addition to providing a means for faculty and students to contribute their knowledge to their respective disciplines and to the general public, *CommonKnowledge* is also an invaluable promotional tool for the University. Prospective students, faculty and staff can easily find, and access, examples of the high caliber scholarship and unique learning opportunities that are created within the Pacific community.



Pacific University Library
2043 College Way
Forest Grove, OR 97116

pacificu.edu/library